GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:189
ANSWERED ON:25.07.2005
EARNINGS FROM TOURISM
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Will the Minister of TOURISM be pleased to state:

(a) whether the foreign exchange earnings from tourism sector has decreased considerably during the last three years in comparison to the currency gone abroad, like-wise;

(b) if so, the details thereof;

(c) whether the Government is aware that higher grade foreign tourists shy away from visiting our country;

(d) if so, whether the infrastructure like roads, hotel facility, etc. are the primary reason for this;

(e) if so, whether the Government has formulated any policy to attract more foreign tourists and discourage frivolous trips by Indians abroad; and

(f) if so, the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM(SMT. RENUKA CHOWDHURY)

(a): No, Sir. As per the information compiled and received from the Reserve Bank of India, earnings from tourism have increased, on an average, by about 17% during the period 2002-03 to 2004-05. However, travel payments due to outbound tourism from India have grown, on an average, by about 24% during the same period.

(b): Receipts and Payments from Travel, as compiled by Reserve Bank of India, for the last 3 years are as follows:

(In US$ Million)

Year	Receipts	Payments
2002-03	3312	3341
2003-04	4122	3511
2004-05	5029	5526

(c) and (d): Despite the fact that India is a long-haul destination, there is shortage of hotel accommodation, particularly during the peak tourist season and road connectivity to many destinations is not upto the mark, there are various factors which motivate foreign tourists, including higher grade tourists, to visit India like its vast bounties of nature; its great treasures of art, architecture and philosophical thoughts; its rich cultural heritage; its rural and wildlife and practices of Yoga, Siddha, Ayurveda and Unani Systems of dealing with physical and mental ailments; etc. This is reflected from the increase in foreign tourist arrivals witnessed in the recent years.

(e) and (f): The Government of India has taken a number of steps to attract foreign and domestic tourists. These include:

Improving the tourist infrastructure at important destinations/circuits.
Focusing on growth of hotel infrastructure particularly budget hotels;
Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
Direct approach to the consumers through Electronic and print media through the `Incredible India` Campaign;
Creation of World Class Collaterals;
Centralized Electronic Media Campaign;
Direct co-operative marketing with tour operators and wholesalers overseas;

Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;
Participation in Trade Fairs & Exhibitions;
Optimizing Editorial PR and Publicity;
Use of Internet and web marketing;
Generating Tourist Publications;
Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products; and
Launching of Road Shows in key source markets of Europe.